



How does Stone  
Soup Creative  
help you define  
and communicate  
your brand?



Hello! I'm Julia Reich of Stone Soup Creative.

I'm a brand strategist, graphic designer, writer & speaker.

I work with organizations to help them develop and communicate their brand in order to maximize mission impact. And I have a question for you (well, four questions):

## Do you need to:

- Take **control** of your brand?
- **Stand out** more in peoples' minds?
- Gain supporters' **trust** (and **money**)?
- Make your marketing efforts more **effective**?



If you answered "yes" to any of these questions, then you are in the right place.



**BrandRecipe**

All of these things are possible with an authentic brand.

**The Brand Recipe is a simple yet comprehensive process that will help your group be authentically you, something no other organization can be.**



There's something magical about a brand that works, one that flows from what the organization truly is, at its core...

I'll work closely with your team to uncover **truths** about your organization that are already there, to capture your **identity**.



I believe that the most successful brands share their authentic character and personality with their participants, supporters and influencers. So the basis of the **Brand Recipe** rests on this concept:

If you reveal more about **who** you are as an organization, people will connect with you **emotionally**.

And if people connect with you emotionally, they are more likely to:

- **Pay attention** to you
- **Trust** you
- Offer their **support**



Here's how it works!

I'll do this: ●.....  
↓

THE BRAND RECIPE PROCESS  
CAN BE CUSTOMIZED BASED ON  
YOUR NEEDS AND BUDGET.

1

## Pre-Branding

*Goals: to get everyone on the same page about what branding is... and isn't*

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2

## Branding Groundwork

*Goals: to get buy-in from the team through collaborative brainstorming activities*

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3

## Brand Values

*Goal: to define who you are and how you act*

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4

## Ideal Audience

*Goal: to make communications more targeted.*



And this: ●

.....

↓

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5

## Brand Message

*Goal: get the entire Branding Team to be in agreement about what the organization does*

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6

## Brand Positioning

*Goal: to discover what makes you unique and create a statement that can be used verbatim in marketing*

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7

## Validation Research

*Goal: to test our brand positioning assumptions before going public*

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8

## Color Analysis

*Goal: to discover a differentiating color opportunity that allows your brand to own its own color*



And finally, this: ●.....  
↓

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## 9 Internal Audit

*Goal: to discover attitudes towards existing brand visuals and document variations & consistencies*

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## 10 Logo Design (and tagline too, if needed)

*Goal: to create a visual mark that represents your organization, one that is simple, memorable and expertly executed*

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## 11 Graphic Standards

*Goal: to own a comprehensive brand "rule book" for the use of your visual elements, and to keep them consistent*

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## 12 Branding Report

*Goal: CELEBRATE!*





And in the end, you'll have this!

THE BRAND RECIPE PROCESS  
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- A brand that reflects your organization's **mission** and **values**
- **Internally:** decision-makers agree *← IT'S A MIRACLE!*
- **Externally:** your brand is authentic - you are who you say you are
- **You** are the boss of your brand

I LOVE TALKING ABOUT  
BRANDING, MARKETING  
AND DESIGN EVERY CHANCE  
I GET!



**Want to learn more?**

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